

Advertising Age

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September 22, 1980

Strike progress prods net plotting

By COLBY COATES

NEW YORK—With an apparent breakthrough on a key issue in the actors' strike, the tv networks can legitimately begin plotting strategy for the debut of new fall shows instead of playing with patchwork prime time schedules.

As CBS Entertainment president Bob Daly optimistically anticipates an end to the walkout, he thinks it will take anywhere from three to seven weeks from the time production resumes to the delivery of original series episodes to

CBS or any other network. Mr. Daly confirmed that the defending prime time champ would order fewer series episodes but, "I just don't know the number." He indicated, however, that the answer to the episode question depends in part on the producers.

■ "Of course there will be a big rush to get product out once the strike is over. In some cases we'll even negotiate overtime costs." He continued, "If a producer tells us he can't get episodes to us until Nov. 15, for example, then maybe

he gets one less episode order than the producer who starts bringing in product a week earlier. In that case, maybe he gets an extra episode." Mr. Daly pointed out that the timing of bringing new fare in also depends on whether the program is tape or film; how much location shooting is involved, and how much progress the producers had made before the actors walked out nine weeks ago.

Even though negotiators still have to tackle such important points as network tv pay scales and residuals, there is guarded talk

that product will be flowing steadily to the networks sometime in November, smack dab in the middle of the important November ratings sweeps. And what to do about that timing is a question the networks are grappling with.

A source at NBC admitted "there are several schools of thought on that. One says go with it when you get it. Another, hold off till December." Other network and agency execs, meanwhile, still wonder if a January, 1981, start makes more sense (AA, Sept. 15).

As Mr. Daly sees it, "introducing

news series in the sweeps really depends on what our competitors do." For example, CBS might go ahead and introduce "Enos," Wednesday, 8 p.m. to 9 p.m. EST during the sweeps if ABC is ready with some "Eight is Enough" originals. NBC already has original "Real People" segments rolling, so Mr. Daly reasons that if the normal competition is there, sweeps or no sweeps, then why not put "Enos" up against the other networks.

Some agency execs, however, are telling the networks, "Wait un-

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Missed match

CBS had planned to put J.R. episode vs. 'Shogun'

NEW YORK—With "Shogun" safely headed toward its place next to "Roots" in the miniseries hall of fame, it's irrelevant but nonetheless spine-tingling to learn that CBS originally had planned on sending its top gunslinger, J. R. Ewing, on a kamikaze mission against "Shogun."

"If there had been no strike and NBC still opened the season with 'Shogun,' we would have thrown a three-hour 'Dallas' against it," said CBS Entertainment president Bob Daly. And not just any "Dallas," but the episode that answers the question: Who shot J.R.?

Prevailing sentiment among agency execs is that if it had come to pass, "it would have made chop-suey of 'Shogun,'" as one said. But it is of such that dreams are made. The reality of the situation is that national Nielsen for the first three nights gave NBC an average 44 share on Monday ("Shogun's" first episode), a 48 share Tuesday and a 57 Wednesday. Four-city overnights for Thursday indicated that momentum was continuing as the two-hour installment notched a 61 share in New York; 53 in Chicago; 60 in Los Angeles, and a 66 share in San Francisco.

Friend and foe of NBC agree that "Shogun" has been a boon to network tv as it has helped in restoring viewing from impoverished summer levels; has made the public more aware of new tv fare and less concerned with the actors' strike, and has succeeded in attracting the upscale or egghead viewer to the tube, something that doesn't happen as often as the networks would like.

The average going rate for a 30-second unit on "Shogun" was approximately \$70,000, but whether an advertiser paid \$50,000 or

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R. J. Reynolds begins next month to market a 6mg tar extension of Winston, the nation's No. 2-selling cigaret. Merit Ultra Lights (Philip Morris) is also due.

'Say hello' to new Pan Am ad push

By JOSH LEVINE

NEW YORK—Pan American World Airways, which set an industry record for losses in 1980's second quarter, may set another record for ad spending as it talks about the sweet taste of a merger that was so tough to chew.

Passengers in the U.S. and abroad will be invited to "Say hello to the new Pan Am"—the repainted, reuniformed, rescheduled product of Pan Am's year-old acquisition of National Airlines—on Oct. 13. That date marks the inauguration of a six-month campaign pegged at \$25,000,000 for domestic advertising and roughly \$10,000,000 overseas, ac-

cording to a source familiar with the campaign's volatile planning.

Pan Am had earlier planned an even more grandiose budget, but spending has been squeezed, and other sources close to the company expect that total ad outlays may end up closer to \$25,000,000 than \$35,000,000. Agency is N W Ayer ABH.

■ In a period when Pan Am is paring costs in all areas of its operations, from route miles to real estate, to pay for a fuel bill that contributed mightily to the carrier's \$141,200,000 first-half losses, the ad budget is an act of faith. It's also a bare necessity, according to in-

(Continued on Page 108)

Merit, Winston go ultra

By SAM HARPER

NEW YORK—Undaunted by intense competition in a burgeoning 6mg-tar-and-less cigaret segment, R. J. Reynolds Tobacco Co. and Philip Morris U.S.A. will test Winston Ultra and Merit Ultra Lights, respectively, two long-anticipated extensions of highly successful brands.

The simultaneous testing of the Merit and Winston line extensions starting next month will come as Brown & Williamson Tobacco's

massive national introduction of Barclay gets under way. Barclay is an ultralow-tar intended to spark a reversal in a declining sales trend at B&W. Conceivably, the Merit Ultra Lights and Winston Ultra tests could dilute the bite of the Barclay introductory campaign, which competitors believe may cost B&W as much as \$150,000,000 (AA, Sept. 8).

RJR will test the 6mg extension of Winston, the nation's No. 2 selling brand, in Arkansas, Wisconsin and Florida, using outdoor, news-

papers and regional editions of consumer magazines.

■ The new Winston entry will be available in 85mm and 100mm lengths, both at 6mg tar. Though the name suggests it is an ultralow-tar, that classification would require Winston Ultra to contain 5mg tar or less.

Philip Morris will invade Sacramento, Cal., and Des Moines with Merit Ultra Lights beginning Oct. 1, according to sources. No tar

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last minute news

P&G to sign ad pacts with 1,004 dailies

CINCINNATI—Procter & Gamble will sign contracts with 1,004 daily newspapers in the Newsplan discount program representing its commitment to place six or more pages in each during 1981. Newsplan participants offer special frequency discounts to national advertisers. Compton is P&G's agency for newspapers.

New Heublein theme: 'Get me to the Club'

HARTFORD—Heublein Inc. is switching to the theme, "Get me to the Club—and I don't mean the yacht club," and similar variations on the word in magazine and outdoor ads. It replaces the theme, "Hit me with a Club," which drew numerous protests because of its violent implications. McCann handles the Club cocktail line, which received about \$1,500,000 in ad support last year.

(Continued on Page 8)

P&G arsenal gets Pace

By NANCY GIGES

NEW YORK—Procter & Gamble Co. has added more ammunition to its dentifrice arsenal with the introduction of Pace translucent green gel in three test markets.

P&G is moving into Peoria, Green Bay and Portland, Me., in a test conducted by A. C. Nielsen Co. The move has been rumored for some weeks now (AA, Aug. 25), although P&G then denied that it had such a product since it was not on the market at that time.

The new gel, which comes in

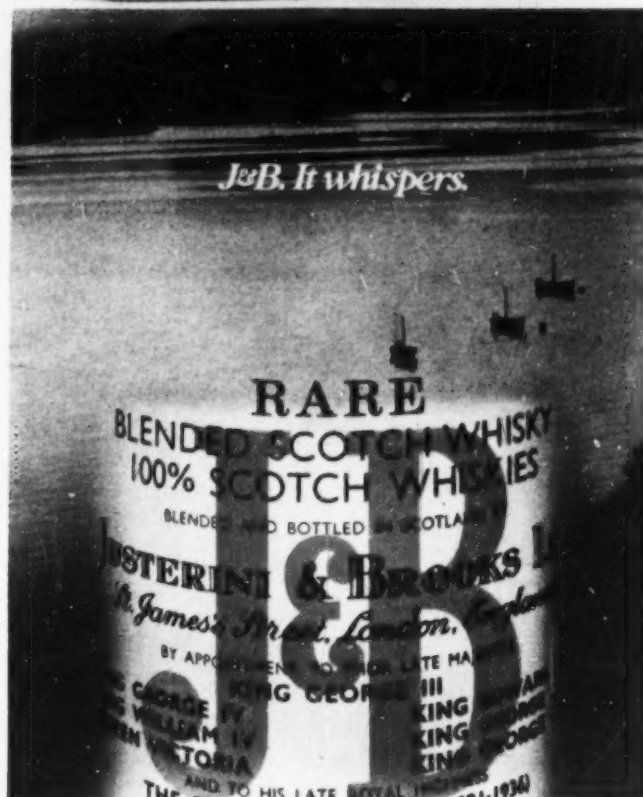
spearmint and peppermint flavors, is part of an all-out campaign to regain market shares P&G has lost since the introduction of Beecham's Aqua-fresh, now the No. 3 brand. Crest retains its No. 1 position but has fallen to under 35% for the first time in recent years. The company's other dentifrice, Gleem, has dwindled to under a 4% market share.

■ A P&G spokesman told ADVERTISING AGE that Pace contains ICEN-3, an "exclusive cleaning and freshening composition for a

remarkable, unique feeling of clean." The dentifrice also contains sodium fluoride, the same anti-cavity ingredient used in Gleem. Crest uses stannous fluoride, but P&G is testing in two undisclosed markets Crest with sodium fluoride.

P&G has taken special pains to keep its ad plans secret, even from retailers in the test markets. Observers believe P&G will take the somewhat unusual approach of emphasizing three benefits for the dentifrice—cleans, freshens

(Continued on Page 110)



Whispering campaign

Paddington's premier brand, J&B Rare scotch, speaks softly in this first ad from new agency Backer & Spielvogel, New York. Ads will break in October magazines.

Between minis and regulars

FCC mulls more vhfs

WASHINGTON—The Federal Communications Commission tentatively has approved a tv drop-in plan that is expected to make a fourth network feasible primarily in the coveted vhf band.

Under the plan, pushed by FCC chairman Charles Ferris, station-spacing standards would be modified to squeeze in an estimated 139 new vhf stations. Many will be in markets 25 to 75, which presently

have only three vhf stations each.

FCC split 4-to-3 on the long-pending proposal, which must still go through normal rule-making procedures. The FCC minority and broadcast industry spokesmen promised to resist.

Only a week before, the commission voted to consider an entire new class of very low power tvs that would operate on either the vhf or uhf band. Thousands of new

tv stations, whose signals would be limited to a radius of 12 miles, would be created.

Last week's new proposal would create a somewhat more powerful category of vhf stations. While they would have to tailor their coverage areas to protect existing stations from interference, FCC officials say the new station could reach viewers anywhere. (Continued on Page 107)

Demographics whip cpm in Reynolds media plan

By JOHN J. O'CONNOR and CHRISTY MARSHALL

NEW YORK—The cost-per-thousand method of selling magazines has been dealt a severe blow by R. J. Reynolds Tobacco's decision to cut its 1981 planned spending in the medium by 25%, or \$20,000,000.

While major newswEEKlies and women's magazines were still wincing over the sizable cuts the cigarette marketer will inflict, RJR exec vp Gerry Long sought to correct misconceptions about the move as well as explain why newspapers and out-of-home media will

be sharing bigger slices of RJR's advertising pie.

"We'll be doing business with magazines for a long time to come," Mr. Long stressed. "The decision we made on media actually is a segment of a totally changed advertising and marketing strategy at our company."

"Ed Horrigan [chairman-chief exec] and myself inherited a media strategy last year that the previous management team had based on a cpm philosophy," he continued. "The result was that we simply had too many pages in magazines. It

was overkill. The schedules of the newswEEKlies and women's magazines defied comprehension."

Mr. Long said the cpm "is not the most important thing" in the new RJR approach to buying media, which is handled by an 80-member in-house operation. The Reynolds exec spoke of a magazine's demographics as being "very important" since the company, wherever possible, will seek to match that data with the "extremely accurate information" it possesses about the consumers of (Continued on Page 110)

K-car intro the best in history: Iacocca

By RALPH GRAY

HIGHLAND PARK, MICH.—"It's going to be the best marketing job in history," chairman Lee Iacocca said of the upcoming K-car introduction.

If it is, it also will be a bargain, courtesy of Chrysler's financial problems. The company is operating on a budget 30% less than the estimated \$118,000,000 it spent in 1979, or about \$82,000,000.

"General Motors will spend more and Ford Motor Co. will

launch the Escort with more. But you watch us. They'll be left at the gate. With less money, we'll do more," says Frank Hoag, Chrysler's director of advertising and merchandising.

Chrysler's problems, including losing \$1 billion in 1979, are becoming part of the solution, he said. With all the publicity, some 30% of Americans know that Chrysler is marketing a K-car—front-wheel drive compacts—this fall, Mr. Hoag said.

"That gives the company a leg

up on GM and Ford, "a pretty unusual position for Chrysler. We haven't been rejected before, we've been ignored," Mr. Hoag commented.

Nobody is ignoring Chrysler these days, least of all the federal government, which has guaranteed \$1.5 billion in loans to save the company. That's one reason the national press preview is in Washington today.

Public awareness of Chrysler's plight—the K-car is widely viewed

as the "make or break" line for the company—is also a blessing for advertisers, Mr. Hoag said. "Advertising and merchandising doesn't have to carry the burden as much."

"The company is operating 30% better, and I can operate with 30% less. With Mr. Iacocca bringing more people to marketing viewpoints [engineers, stylists] we don't have as big a burden. The other guys are bringing more to the marketing party," he said.

The K-cars—Plymouth Reliant

and Dodge Aries—are more a key-stone than a key to Chrysler's marketing strategy, he said. "We don't plan to sell just K-cars, but the Ks are fundamental to our strategy in the fourth quarter."

Chrysler will use K-cars to dispel the "myth" that it builds gas guzzlers, the marketer said. "Some 75% of the public believes we don't build fuel-efficient cars. We'll lead the CAFE [corporate average fuel economy] by a ton with 25.5mpg."

One preannouncement spot (Continued on Page 108)

highlights

Monday, Sept. 22, 1980

Airwick aims for market leadership with the repositioning of Air Wand. See Page 4.

Kraft Inc.'s new agency compensation arrangement has met with favorable reactions from its agencies. See Page 6.

"Old fashioned" marketing ideas—such as styling—still sell cars, says Buick's Donald H. McPherson. See Page 10.

Zales jewelry stores will add some glitter to its campaign—the "Diamond Store" is launching a national tv, radio and Sunday supplement push. See Page 12.

Ms. magazine publisher Patricia Carbine discussed the magazine's editorial and advertising plans under its nonprofit status. See Page 20.

New Showtime president Mike Weinblatt uses direct mail and spot tv in effort to narrow the gap with the No. 1 pay cable network, Home Box Office. See Page 34.

Running shoe retailers face the surveys. See Page 48.

Paperback Tapes, a line of cassette recordings of novels, plays and lectures, will soon hit the market. See Page 56.

In the first of a three-part series, associate editor Nancy Giges explores the pros and cons of comparative advertising in terms of consumers, marketers and the industry. See Page 59.

Bob Stone interviews John Wyman, vp-marketing, AT&T Long Lines, concerning Ma Bell's direct marketing program. See Page 66.

When the economy takes a downturn, customers become practical and start looking for quality—and that's where Oldsmobile sees itself as fitting in. See Page 74.

For General Motors' fall campaign, it's what's on the inside that counts—in GM's case, its engine computer. See Page 74.

WABC with a blend of music, talk and sports, looks to reclaim past glory. See Page 78.

Many local tv stations are thankful to Ronald Reagan and the Republicans for helping intensify interest in their home town baseball teams' telecasts. See Page 84.

Needham, Harper & Steers' Keith Reinhard will look at the future of creative in the coming

communications environment during an ADVERTISING AGE communications seminar Nov. 16 to 18. See Page 88.

The world's largest convention facility, Chicago's McCormick Place, is going to deck its halls—with its first corridor display advertising. See Page 96.

Bloomington's is ready to unveil its Chinese connection. See Page 104.

CBS Inc. waives 65 retirement rule for CBS News president Bill Leonard—at least for a year. Walter Cronkite gets new pact. See Page 112.

Rolling Stone is switching to a magazine format in January. See Page 112.

Section 2

As Saul Bellow's Augie March scours Chicago, going through his many adventures, he finds—sort of—that he is discovering America. Chicago is, indeed, in many ways where much of America converges. Section 2/Chicago looks at this city of many faces: Its images, its business, its ad community and its life style—beginning opposite Page 58.

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P&G's Rely jeopardized by reports

By JENNIFER ALTER

CHICAGO—Procter & Gamble's Rely tampon, under fire from a Center for Disease Control report linking it to a rare disease called toxic shock syndrome, was pulled off the shelves of the nation's largest supermarket chain—Safeway—late last week. Giant Foods, based in Washington, D.C., also pulled the product.

The moves followed a P&G announcement last Thursday that it had suspended production of Rely, at least until the Food & Drug Administration completes its investigation of the problem.

At presstime, spokesmen for A&P, Jewel and Pathmark said they will continue to stock the product until hearing from the FDA.

P&G said it halted production so that it would not have too much product on hand should the FDA decide to require a warning label. FDA has given P&G until Sept. 25 to provide its own research data on Rely. The agency has the authority to suggest, but not order, recall. (Continued on Page 107)

FLASH REPORT: Newspaper advertising investment for July

Source: Media Records Inc.

CATEGORIES	YEAR	IN MILLIONS											DOLLARS		CHANGE	
		5	10	15	20	25	30	35	40	45	50	55	1980	1979	ACTUAL \$ G O R L	% G O R L
Amusements	1980 1979												\$ 16,330,208	\$ 15,293,934	+ 1,036,274	+ 6.8
Apparel & accessories	1980 1979												5,710,837	5,751,993	- 41,156	- 0.7
Auto supply, service shops	1980 1979												4,637,273	4,368,865	+ 268,408	+ 6.1
Building contractors	1980 1979												1,268,453	1,277,563	- 9,110	- 0.7
Building mtl, hardware	1980 1979												5,398,812	5,023,293	+ 375,519	+ 7.5
Department stores	1980 1979												30,304,428	32,450,323	- 2,145,895	- 6.6
Drug stores	1980 1979												3,431,120	3,240,335	+ 190,785	+ 5.9
Eating & drinking places	1980 1979												2,740,747	2,207,723	+ 533,024	+ 24.1
Food stores	1980 1979												14,053,468	13,013,018	+ 1,040,450	+ 8.0
Furniture & furnishings	1980 1979												19,930,847	19,715,893	+ 214,954	+ 1.1
General mdse stores	1980 1979												13,980,583	14,337,126	- 356,543	- 2.5
Real estate	1980 1979												7,163,763	6,533,567	+ 630,196	+ 9.6
Shoe stores	1980 1979												902,935	781,099	+ 121,836	+ 15.6
Sptg & leisure time equipment	1980 1979												2,623,841	2,111,437	+ 512,404	+ 24.3
Public service utilities	1980 1979												865,697	909,709	- 44,012	- 4.8
Banks & trust companies	1980 1979												3,890,919	3,517,919	+ 373,000	+ 10.6

This Flash Report of newspaper advertisers' investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas,

Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Newspapers edge up in July

NEW YORK—Advertising expenditures in daily newspapers reached \$1.2 billion in July, 1980, up 0.5% from July a year ago. The smallness of the increase is attributed to this July having one less Sunday than July, 1979.

The Newspaper Advertising Bureau reports that July newspaper advertising broken down by classification looked like this: National, up 10%; retail, up 4.8%, and classified, down 9.1%.

For the first seven months of the year, the bureau put ad spending at \$8.4 billion, up 8.4% over last year. By classification, the seven-month gains include: National, up 16% to \$1.3 billion; retail, up 10.2% to \$4.6 billion, and classified, up 2.4% to \$2.6 billion.

The bureau bases its estimates of newspaper advertising on measurements by Media Records in its 64 index cities plus other data.

■ According to the July Flash Report prepared for ADVERTISING AGE by Media Records, sporting and leisure time equipment led with a 24.3% gain for July, 1980, compared with July, 1979. It was closely followed by eating and drinking places, which gained 24.1%.

Of the 16 categories monitored for AA by Media Records, 11 made gains and five showed losses in

July ad volume in the 15 cities whose newspapers are measured.

Department stores, newspapers' leading dollar category, lost 6.6% for the month with spending of \$30,304,428. It was followed in the top five spending list by furniture and furnishings, amusements, food stores and general merchandise stores. *

Earth Grains' Knot-A-Bagel is rolling

DALLAS—A market-by-market rollout of Earth Grains' Knot-A-Bagel rolls is being planned for this fall, following an April introduction in Denver and Detroit where the company said the frozen specialty rolls received "tremendous consumer acceptance."

But sources said the expansion of distribution this fall is but a prelude to national distribution which is tied to the expansion of production capacity for the new rolls. Merico Inc. is the second largest producer of refrigerated dough products in the U.S., after Pillsbury.

■ The rolls have a traditional bagel taste and consistency, but have no hole. They contain no preservatives and come six to a package and in three flavors—original, pumpkin and onion.

"This could be a bagel but it's knot," is the headline for the newspaper ad which includes a large illustration of the product and a coupon, and which will run along with a series of teaser ads. Bloom Agency handles.

Merico Inc. is a division of Dallas-based Campbell Taggart.

'Ms.' moves L.A. office

Ms. magazine has moved its West Coast offices to 6399 Wilshire Blvd., Los Angeles 90048.

Hall health care shop opens California office

Hall Decker McKibbin and Singer, New York, specializing in health care advertising, has opened a full-service office in California. Among the office's first accounts will be Becton Dickinson Labware, Oxnard, Cal. The new office is at 4676 Admiralty Way, Marina Del Rey 90291. Heading the office is exec vp Michael R. Kalbs formerly in the New York office.

AT&T exec honored as PR Professional

Edward M. Block, vp-pr & employee information, American Telephone & Telegraph Co., New York, has been named the PR Professional of the Year by the subscribers of "Public Relations News." Mr. Block is the 20th person and the third AT&T exec to receive the honor.

Fishof athlete rep moves

David Fishof Productions, representative of pro athletes for endorsements and other activities, has moved to 1775 Broadway, New York 10019.

THE RIGHT SALES PROMOTION?

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180 Great Neck Rd., Great Neck, N.Y. 11021 (516) 487-9200

1548 Front St., Blair, Nebraska 68008 (402) 426-4701

Marlboro Lights go national with new box

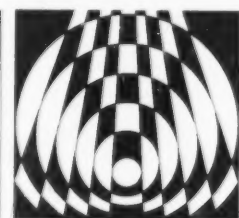
Philip Morris U.S.A., New York, is moving national from test with Marlboro Lights cigarettes in a new box package. The line extension will receive newspaper, Sunday supplement, magazine and outdoor support via Leo Burnett Co., Chicago.



Animated Connie shoes are depicted with live action footage in new tv spots for Wohl Shoe Co., St. Louis. The commercials, done in-house with animation by Snazelle Film & Tape, San Francisco, are airing in the Midwest and will soon be expanded to other parts of the country.

Tanner forms network

William B. Tanner Co., Memphis, a media buying service and broadcast production supplier, has formed the Retail Marketing Group, a national network of retail-oriented agencies that offers members data sharing, marketing tools and merchandise from Tanner at below-wholesale prices.



The communications revolution: Its impact on your marketplace. an Advertising Age Seminar Chicago—November 16, 17, 18

Cable, satellite, superstation, interactive cable, information retrieval, cassette, disc are changing the face of marketing!

Video communication is not just the future—it's now! As a marketing communicator, as a seller of goods and services, it's vital that you understand the impact this emerging communications environment will have on your business.

What are the marketing and creative implications of this new communications environment? What will happen to the selling techniques we now know? What are the challenges awaiting the marketer—and the real opportunities?

For 2½ days Advertising Age will examine the impact of this new technology from the point of view of marketers of goods and services. This is not a technology-oriented event; it's a marketing-oriented conference designed to suggest ways you can apply the new technology now.

Register now for the Advertising Age seminar being held at the Ritz-Carlton Hotel in Chicago November 16-18. It's the perfect opportunity to join the communications revolution. Call Crain Educational toll free for more information: 800-621-6468. Illinois residents call collect (312) 649-5242.

BEST AVAILABLE COPY

Spot tv prices keep going strong

By MAURINE CHRISTOPHER

NEW YORK—Take a soft economy and an unsettling actors' strike against major tv suppliers, and set that combination against dollars rolling in from hotly contested primary and general political races, and spot tv prices still look strong.

At least, that's the impression gleaned from the latest SQUAD Report on tv cost per household rating point (cpp) levels for affiliate prime time in the top 20 markets.

■ Levels for schedules placed through Aug. 29 for September in each city increased over last year as estimated by Spot Quotations & Data. The hikes ranged from 5.4% in Dallas and Boston to a striking 35.2% in Minneapolis/St. Paul.

Cpps for prime time 30s in Dallas

and Boston were averaging \$97 and \$145, respectively, on the basis of conventional buys placed by 14 advertising agencies whose schedules are fed into computers to arrive at these estimates.

Run-up to Minneapolis in terms of percentage gain for this September report vs. September, 1979, was Atlanta, where prime time street prices were up 19.5% to \$92 per cpp. (Independents, such as Atlanta's superstation, WTBS, are not included in the prime and day estimates, but they are covered in the other sections of the report—late and early fringe and late and early news.)

Marvin Richfield, president of SQUAD, characterized the top 20 market increases over last year as mostly modest, in the context of today's inflation levels, except in

the case of Minneapolis and Atlanta. "While these increases are dramatic," he said, "cpms [cost per thousands] are still not unreasonable considering the fact that both markets have gone up one place in market ranking since last year, as ranked by Nielsen."

Mr. Richfield attributed the health of the September spot marketplace mainly to political business and the strength of local retail advertising.

However, as he released the monthly report, which is designed to follow the gyrations of this very volatile field, Mr. Richfield said the fall spot tv season "can best be described as late." He found this not surprising in view of the late upfront network tv buying season, the "iffy" state of the economy, the actors' strike dating back to July 21

and upward pressure of political schedules on spot costs. All these factors should make this fall a very interesting one to watch from the standpoint of audience reach and advertising costs, he noted.

In spot tv's second most valuable category, late news, 30s for September were drawing cpps of \$224 in New York, \$153 in Los Angeles, \$124 in Chicago, \$117 in Boston, \$111 in San Francisco and \$109 in Philadelphia.

The budget and buying guide covers the top 51 markets. It is accompanied by a budget planning guide for 200 markets. The latter gives projections for the next six quarters.

At the lower level of costs for late news 30s was Wilkes-Barre at \$11, followed by Charleston-Huntington and Norfolk at \$15. #

September 'street' prices for spot tv on net affiliates

Average cost per thousand household rating point for 30-second spot

Nielsen market rank	Prime time '80 vs. '79
1. New York	\$316 (+ 7.8%)
2. Los Angeles	241 (+ 7.6%)
3. Chicago	172 (+11.0%)
4. Philadelphia	141 (+ 7.6%)
5. San Francisco	152 (+ 9.4%)
6. Boston	145 (+ 5.4%)
7. Detroit	105 (+ 8.2%)
8. Cleveland	66 (+ 6.5%)
9. Washington	90 (+ 5.9%)
10. Dallas	97 (+ 5.4%)
11. Pittsburgh	72 (+ 7.5%)
12. Houston	96 (+ 9.1%)
13. Minneapolis	96 (+35.2%)
14. St. Louis	63 (+10.5%)
15. Miami	89 (+ 6%)
16. Atlanta	92 (+19.5%)
17. Seattle	73 (+10.6%)
18. Tampa	70 (+ 7.7%)
19. Baltimore	70 (+ 7.7%)
20. Indianapolis	53 (+12.8%)

Market combinations at a glance

Ranked by market size	Prime time cpp	cpm
1-10	\$1,525	\$6.10
11-20	774	8.12
21-30	471	6.96
31-40	295	5.47
41-50	242	5.28

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Aug. 29. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest price. Ratings used are an Arbitron/Nielsen average. Those guides can be applied to 60s—200%—and 10s—50%. Percentage gains over September, 1979, are shown in parentheses.

Chilton Research plans to market MRI volumes

Chilton Research Services, a division of Chilton Co., Radnor, Pa., has reached an agreement with Mediamark Research Inc. to market MRI's product volumes to nonmedia clients. The agreement also gives Chilton access to the MRI data bank for conducting custom research studies.

MRI's product volumes contain detailed market share, media information and demographic characteristics of users of more than 800 products and services and over 4,000 brands. The data bank includes information collected in more than 45,000 personal interviews and uses a projectable national area probability sample.



VENTURA ASSOCIATES, INC.
Sweepstakes & Promotion
Design & Administration
200 Madison Avenue
New York, N.Y. 10016
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Burger chains beat field in '79 growth

By JOHN C. MAXWELL JR.

With sales of \$24.6 billion in 1979, the purchase meal industry gained 16.5% when compared to 1978 sales, in line with our 15% to 20% increase predicted at this time last year. However, a goodly portion of the gain was related to price increases. This year the Commerce

Department expects to see sales growth in the area of 18%. We believe that this may be on the high side; in particular, we do not see a reason for the projected big jump in pancake and waffle volume.

Hamburgers remained the strong leader in 1979, posting a gain of 19.3%. This group is expected to grow some 19.7% again this year.

There was some shifting among the Top 10 last year, with these companies alone accounting for almost 50% of the industry's sales total. Denny's entered the group and placed ninth. The hamburger companies continued to do well (either gaining or maintaining share) with the group over-all up 19.3%, more than any other major grouping. Hardee's and Wendy's both gained share points and posted large gains, rising 32.3% and 27.9%, respectively.

While McDonald's lost one-tenth of a share point, it gained 15.6% in

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Top ten fast-food companies Annual sales (\$ Mil.) and market share

	1978		1979		1979/78 Change
	Domestic Sales	% of U.S.*	Domestic Sales	% of U.S.*	
McDonald's	\$3,848.0	18.2%	\$4,448.0	18.1%	15.6%
Burger King(5/31)	1,130.7	5.4	1,404.2	5.7	24.2
Kentucky Fried Chicken	1,200.0	5.7	1,350.0	5.5	12.5
Wendy's International	783.4	3.7	1,001.9	4.1	27.9
International Dairy Queen (11/30)	823.0	3.9	926.0	3.8	12.5
Pizza Hut (3/31)	724.0	3.4	832.0	3.4	14.9
Hardee's (11/30)	460.8	2.2	609.8	2.5	32.3
Sambo's	538.6	2.6	543.8	2.2	1.0
Denny's (6/27)	414.0	2.0	479.3	1.9	15.8
Jack in the Box (11/30)	430.0	2.0	468.4	1.9	8.9
Total Top 10	\$10,352.5	49.1	\$12,063.4	49.1	16.5
Total Industry*	\$21,100.8	100.0%	\$24,591.9	100.0%	16.5%

* Based on Commerce Department figures (revised) for fast-food restaurants which franchise (includes alcohol, etc.)

U.S. fast-food by product group

		Sales (\$000)		1979/78 % change	Estimated sales (\$000)	1980/79 % change
	Cos.	1978	1979		1980	
Hamburgers, franks, roast beef, etc.	117	\$10,862,837	\$12,961,887	19.3%	\$15,521,446	19.7%
Steak, full menu	86	4,531,709	5,170,218	14.1	5,883,140	13.8
Chicken	31	2,034,012	2,247,838	10.5	2,563,755	14.1
Pizza	66	1,735,279	2,007,066	15.7	2,364,317	17.8
Pancakes, waffles	15	601,029	681,728	13.4	834,135	22.4
Seafood	11	563,827	667,098	18.3	772,794	15.8
Mexican	29	602,376	648,100	7.6	766,692	18.3
Sandwich and other	33	169,719	207,945	22.5	284,220	36.7
Total	388	\$21,100,788	\$24,591,880	16.5%	\$28,990,499	17.9%

Source: Commerce Department

sales over 1978 and had the biggest dollar increase. McDonald's also continued to outspend all competitors for media advertising. The company spent \$142,000,000 last year, which represents market share of 32.5%. Pillsbury's Burger King also gained considerably, and moved from third to second place by passing Heublein's Kentucky Fried Chicken.

The above documents our running thesis that hamburgers are the great American love affair. When General Mills made a study of hamburger previous to launching Hamburger Helper, a dry grocery product, it found that 80% of U.S. households use hamburger once a week and 70% use it more than twice a week. We also note that hamburger establishments

have an average check on the order of \$2, while almost all the other fast-food concepts have average checks that are several times higher. A recent announcement by the Agriculture Department indicated that some 125,000,000 head of cattle are on U.S. farms—considerably more than previously estimated—and this probably means that any price increases on the part of hamburger establishments because of higher meat prices will be modest. At the same time, we expect chicken and seafood prices to stabilize.

In the first half of 1980, personal consumption expenditures for food at home and away from home captured 12.3% and 3.8%, respectively, of disposable personal income. This compared to respective

shares of 12.2% and 3.9% in 1979, indicating a slight switch to home consumption.

We anticipate that price increases for the fast-food industry may not be quite as aggressive this year as last. Therefore, with a slow economy, volume may be rather flat or even off slightly in the industry as a whole. As such we project industry sales growth more on the order of 10% to 15% rather than the Commerce Department's 18%.

Nonetheless, basic life styles and demographics continue to work for the industry. Over 50% of U.S. women now work, and 40% of these women also are mothers. The divorce rate continues to climb; singles, be they young or old, are beginning to predominate. All this data speaks for increased eating out. Therefore, we continue to be constructive about the long-term outlook for this industry. #

A full report on the industry is available for \$450 from Mr. Maxwell at Lehman Brothers Kuhn Loeb, 55 Water St., New York 10041.

Arbitron July sweeps baseball scores

(In All U.S. Major League Cities)

Station	Rating	Share	Men (000)	No. of Quarter Hours
NEW YORK (1)				
WPIX (Yankees)	10	21	576	195
WOR-TV (Mets)	7	18	409	141
WNBC-TV (NBC game)	3	12	163	48
LOS ANGELES (2)				
KTTV (Dodgers)	12	43	449	22
KTLA (Angels)	7	34	235	17
KNBC-TV (NBC game)	7	29	228	52
CHICAGO (3)				
WGN-TV (Cubs)	7	20	207	239
WMAQ-TV (NBC game)	5	17	119	51
WSNS-TV (White Sox)	4	9	126	269
PHILADELPHIA (4)				
WPHL-TV (Phillies)	13	29	300	108
KYW-TV (NBC game)	5	24	105	54
SAN FRANCISCO (5)				
KTVU (Giants)	8	29	174	60
KPIX (A's)	6	29	127	98
KRON-TV (NBC game)	5	31	77	52
BOSTON (6)				
WSBK-TV (Red Sox)	9	24	158	175
WBZ-TV (NBC game)	3	17	56	28
DETROIT (7)				
WDIV (Tigers)	19	53	277	57

Station	Rating	Share	Men (000)	No. of Quarter Hours
WDIV (NBC game)				
8	31	114	41	
CLEVELAND (9)				
WUAB-TV (Indians)	9	21	126	99
WKYC-TV (NBC game)	6	26	64	54
DALLAS/FORT WORTH (10)				
KXAS-TV (Rangers)	13	33	143	43
KXAS-TV (NBC game)	8	30	85	54
PITTSBURGH (11)				
KDKA-TV (Pirates)	19	50	201	88
WTIC-TV (NBC game)	5	21	52	51
HOUSTON (12)				
KRIV-TV (Astros)	15	32	138	132
KPRC-TV (NBC game)	8	32	79	54
MINNEAPOLIS/ST. PAUL (13)				
KMSP-TV (Twins)	10	30	101	110
WTCN-TV (NBC game)	5	26	42	37
ST. LOUIS (14)				
KSDK-TV (Cardinals)	16	44	138	67
KSDK-TV (NBC game)	7	28	59	39
ATLANTA (16)				
WTBS (Braves)	11	25	134	112
WSB-TV (NBC game)	8	31	71	53

Station	Rating	Share	Men (000)	No. of Quarter Hours
SEATTLE (17)				
KING-TV (Mariners)	6	35	45	31
KING-TV (NBC game)	4	28	24	54
BALTIMORE (19)				
WMAR-TV (Orioles)	18	36	152	122
WBAL-TV (NBC game)	5	27	45	54
SAN DIEGO (25)				
KFMB-TV (Padres)	9	38	55	76
KCST-TV (NBC game)	4	20	20	54
MILWAUKEE (26)				
WTMJ-TV (Brewers)	19	47	112	113
WTMJ-TV (NBC game)	5	24	36	35
KANSAS CITY (27)				
WDAF-TV (Royals)	21	48	136	71
WDAF-TV (NBC game)	6	30	37	52
CINCINNATI (28)				
WLWT (Reds)	18	45	101	79
WLWT (NBC game)	8	31	48	41

Note — These tables show the average home rating and audience share reached by Major League Baseball locally in all 20 U.S. major league cities during July (ranked by size of market) as estimated in the Arbitron July sweeps reports. Also included: Men reached during the average quarter hour and number of quarter hours telecast. The figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher. Markets are listed in total tv households rank order and stations, in order of their baseball ratings. The sweeps cover July 9 through Aug. 5 viewing. Four days of the Republican convention made this an abnormal rating month.

Pennant contenders also deliver viewers

By JAMES P. FORKAN

NEW YORK—The Kansas City Royals, in the nation's 27th largest tv market, long the runaway leaders in the American League West pennant race, topped the 20 other Major League Baseball clubs in the Arbitron home ratings for July.

But the Royals were far behind a number of teams in delivery of men per average quarter hour, a category in which New York's Yankees on WPIX-TV were far ahead (576,000 men to the Royals' 136,000) in the largest tv market.

The Royals' 21 rating, averaged for multi-daypart coverage during July on WDAF-TV, was approached only by the 19 rating notched by the Milwaukee Brewers on WTMJ-TV, the Pittsburgh Pirates on KDKA-TV, and Detroit's Tigers on WDIV-TV, who were locked in closer pennant races in their divisions than were George Brett & Co.

Two other contenders, the Baltimore Orioles on WMAR-TV and the Cincinnati Reds on WLWT, scored well enough in their markets to be tied at an 18 rating in July.

Another eight teams cracked the 10-rating barrier that month. Not all were in serious pennant conten-

tion at that point (four of those clubs were way behind in the "games behind" column), but many proved lively tv alternatives during July to the nomination of Ronald Reagan and George Bush at the Republican convention. (Similarly, August data indicated local baseball soared when slotted against the Democratic conventioners.)

Further down the July Arbitron lists, three teams were tied with a nine rating and another three with a seven rating. One (KTVU's San Francisco Giants coverage) was sandwiched between the eight-rating mark.

In slating baseball head to head with at least part of the three networks' multidaypart GOP convention coverage, 14 indie outlets scored mightily, not only with the male fans 18 and older but also with a considerable number of women and young people. And while their diamond telecasts sparkled brightest against the convention, placing ahead of a network affiliate in many half-hours, some stations found baseball a hefty slugger even against network prime time summer reruns.

On the basis of the number of men viewing in the average quarter hour, ADVERTISING AGE found the New York Yankees to be the

big drawing card, with 576,000 males tuned in to WPIX-TV to see if the Bronx Bombers could hold their AL East lead. The Dodgers' 449,000 men watching KTTV, Los Angeles, ran second and the Mets' 409,000 on WOR-TV, New York, third in the total men breakout.

The Phillies on WPHL-TV, Philadelphia, averaged 300,000 men, as another four teams and their contracted stations finished up July with between 201,000 and 277,000 males; the Tigers were on the high end, the Pirates on the low end.

Taken together, all the teams measured by Arbitron (excluding the Montreal and Toronto franchises) drew 4,620,000 men per average half-hour in various July dayparts, while the NBC affiliates' weekend daytime telecasts pulled 1,524,000 males in these 20 Major League cities.

That dominance among men boosted the Yankees to home ratings ranging from nine to 16 and audience shares from 17 to 32 that month, enough to trounce the GOP telecasts and to score within the top three stations against regular prime time series. Even the Mets, less a power in baseball and ratings, managed to rack up ratings between seven and eight and shares between 25 and 28 against the politicians on WOR-TV.

In sheer amount of hours devoted to games, WSNS-TV's Chicago White Sox beat all comers—though the ratings and shares for that coverage proved to be the lowest of any club monitored (a four household rating and nine audience share). WGN-TV's Cubs coverage in the same market ran second in game quantity for July, followed by the Yanks and WSBK-TV's Red Sox in Boston. KTLA, with the Dodgers, offered the least July coverage.

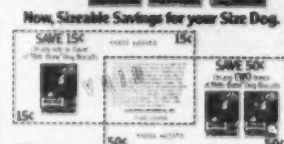
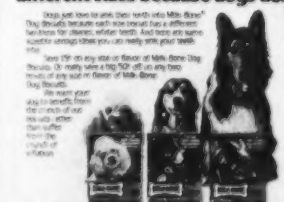
Broadcasts of two teams' games plus network affiliate pickup of NBC's "Game of the Week" was common in four of the top five markets; the other city, Philadelphia, offered one local club plus the national telecasts. Meanwhile, 16 other markets offer just one home team's telecasts. In eight of these locations, the same outlets, as NBC affiliates, also presented NBC's weekly games (in Detroit, Dallas/Fort Worth, Houston, St. Louis, Seattle, Milwaukee, Kansas City and Cincinnati).

Generally, local pickups of the NBC national games proved less popular, not surprisingly, than the home team's clashes. Still, in seven of these markets, the NBC local pickups posted a 30 share or better.

Given the tightness of the races

in which Pittsburgh, Philadelphia, Houston, Cincinnati and Los Angeles are involved, those teams' tv stations and their largely male-oriented sponsor lists are banking on burgeoning ratings almost up to October play-off time. *

Milk-Bone Dog Biscuits come in different sizes because dogs do.



In the competitive dog snacks market (AA, Sept. 8), Nabisco is dropping over 190,000,000 cents-off coupons for its Milk-Bone line via this current magazine ad, plus newspaper ads and product packages. William Esty Co., New York, handles.

Advertising pages in September consumer publications

Current and Sept. '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages					Pages					Pages								
	Sept. 1980	Sept. 1979	Jan. 1980	Jan. 1979		Sept. 1980	Sept. 1979	Jan. 1980	Jan. 1979		Sept. 1980	Sept. 1979	Jan. 1980	Jan. 1979					
Women's																			
†Bride's Magazine	197.8	149.5	1,354.5	1,136.7	Harper's Bazaar	184.2	157.1	717.3	614.3	Miami	55.0	44.2	529.0	430.6					
‡Cosmopolitan	217.4	223.1	1,750.4	1,746.7	Mademoiselle	161.5	148.9	1,114.7	1,108.1	Milwaukee	33.6	36.0	289.1	147.0					
Essence	83.0	91.0	705.0	644.0	Vogue	385.3	391.7	1,638.9	1,614.8	Mpls./St. Paul	83.9	68.8	617.2	457.0					
‡Family Circle	98.6	100.2	1,113.9	1,241.4	W	69.3	77.2	500.4	493.9	Missouri Life	46.0	—	158.0	—					
‡Family Health	33.1	28.3	214.6	219.9	Total Group	1,011.0	989.0	5,397.9	5,342.1	Monterey Life	39.3	—	317.1	—					
‡Good Housekeeping	171.9	176.0	1,385.5	1,385.3	Arts & antiques										Nashville	51.3	57.4	456.2	478.5
Ladies' Home Journal	100.2	116.6	888.8	926.1	American Artist	57.7	66.2	465.8	489.2	New Jersey Monthly	77.7	82.7	623.8	569.9					
Lady's Circle	9.3	10.4	79.2	81.3	Antiques	163.2	160.4	1,276.7	1,179.4	New Mexico	34.7	22.9	254.9	176.3					
McCall's	115.4	103.0	883.5	946.9	Antiques World	52.2	54.5	367.5	402.0	New Orleans	41.5	48.1	400.9	439.7					
McCall's Working Mother	81.7	61.0	357.8	156.9	‡Art & Antiques	63.0	43.3	281.4	226.9	Ohio	48.0	31.3	232.0	209.3					
‡Modern Bride	125.9	133.0	1,084.0	1,079.8	Art in America	—	—	570.8	344.6	Omaha	28.5	34.8	231.1	222.6					
Ms.	41.7	40.5	373.7	351.5	‡Artnews	144.3	118.0	834.3	728.9	Palm Beach Life	54.4	40.8	491.6	390.1					
‡New Woman	—	—	147.9	173.5	Total Group	480.4	442.4	3,796.5	3,371.0	Palm Springs Life	275.0	258.4	1,176.2	1,088.1					
‡Parents Magazine	72.7	59.7	533.0	451.0	Home										Philadelphia	154.3	176.0	1,182.3	1,250.3
Playgirl	41.5	38.8	447.3	362.7	‡Better Homes & Gardens	123.0	131.1	1,112.3	1,170.2	Phoenix	81.9	86.6	897.2	819.0					
Redbook	111.7	136.5	969.1	1,093.8	‡Colonial Homes	65.0	60.0	236.0	173.0	Pittsburgh	42.5	50.6	377.4	440.6					
Self	74.3	52.7	528.1	365.3	‡Decorating Showcase	—	—	162.9	100.8	Pittsburgher	38.0	26.0	336.2	245.6					
Seventeen	100.2	105.1	1,044.5	1,071.4	‡Family Handyman	65.6	73.0	436.1	408.7	‡Roanoke	45.2	53.3	112.2	245.5					
Soap Opera Digest	20.0	16.0	109.0	97.5	‡Flower & Garden	21.0	23.0	243.0	258.2	Sacramento	40.0	29.6	264.1	246.4					
Teen Magazine	61.4	65.9	417.8	403.5	The Hometown Magazines:	—	—	—	—	St. Louis	70.0	102.0	697.5	850.0					
‡True Story	53.5	61.2	440.9	507.2	Dallas-Fort Worth	—	—	—	—	San Diego	157.4	192.3	1,277.0	1,405.0					
‡Woman's Day	191.1	181.0	1,138.1	1,144.2	Home/Garden	43.5	50.9	406.7	330.5	San Francisco	59.2	59.9	554.9	494.1					
The Workbasket	37.3	34.4	249.6	221.8	Houston Home/Garden	105.6	114.9	942.0	948.2	San Francisco Focus	50.7	26.0	315.6	200.0					
Working Woman	47.5	36.3	366.6	240.6	Horticulture	22.5	21.6	251.2	276.8	‡Sarasota Town & Country	23.8	33.9	240.8	199.8					
Total Group	2,087.4	2,020.2	16,582.8	16,049.1	House Beautiful	104.8	113.7	827.5	818.5	‡Shenandoah Valley	—	—	136.9	16.0					
General															Spokane	39.2	45.7	321.0	339.4
‡A.D. Magazine	17.4	15.4	122.4	99.3	House & Garden	124.3	124.1	1,035.7	971.0	Tampa Bay Life	62.1	60.2	542.9	413.4					
After Dark	23.0	—	232.5	—	‡Homeowners How-To	37.4	32.3	134.3	125.6	Texas Monthly	143.0	123.8	1,019.6	915.5					
Air Progress	16.3	22.2	187.8	214.8	Hudson Home Magazine	50.0	62.4	388.7	436.9	Twin Cities	59.7	29.4	346.5	166.7					
American Forests	22.2	18.1	134.4	128.2	Indianapolis at Home	58.3	65.0	469.9	581.0	Westchester	53.5	44.3	423.9	385.3					
American Legion	28.1	29.0	234.6	233.1	Living:	—	—	—	—	Westchester Illustrated	40.0	41.0	383.3	334.3					
Americana	43.0	32.7	150.3	154.6	‡Dallas	115.5	119.3	595.7	600.4	Total Group	4,372.5	4,726.0	33,480.1	31,434.3					
Apartment Life	49.1	47.1	438.5	437.9	‡Houston	97.6	105.2	494.0	588.2	Movie-romance-radio-tv									
‡Architectural Digest	143.3	123.0	909.8	749.3	‡Denver	89.5	93.3	456.2	429.8	‡Complete Women's Group	—	—	96.6	106.7					
‡The Atlantic	30.4	33.1	280.9	275.6	‡Austin	50.5	38.5	150.8	131.9	Ideal Women's Group:	—	—	—	—					
‡Audubon Magazine	32.7	41.0	155.6	170.2	‡San Antonio	—	—	102.4	75.2	Daytime Stars	30.2	27.4	229.8	261.0					
Blueboy	—	—	233.6	204.0	‡Phoenix	—	—	145.4	133.5	Intimate Story	29.8	28.5	257.9	264.0					
‡Bon Appetit	54.4	67.6	562.1	487.3	‡Omaha	—	—	111.3	33.8	Personal Romances	29.8	28.5	258.0	264.0					
Book Digest	28.5	30.8	249.3	345.1	‡Dallas	11.2	6.3	89.7	24.4	KMR Women's Group:	—	—	—	—					
Changing Times	32.7	—	183.3	—	‡Houston	47.1	—	217.6	—	Real Romances	14.1	14.4	88.6	124.0					
Christian Herald	59.3	40.5	331.3	325.4	‡Dallas	37.4	45.1	237.3	189.8	Real Story	14.1	14.4	88.6	124.0					
Christian Life	32.6	32.4	238.1	261.5	‡Houston	86.6	93.7	722.3	720.1	‡Teen Bag	8.6	8.8	41.2	60.9					
Christianity Today	87.3	75.8	498.2	464.1	‡Houston	62.5	29.2	488.3	29.2	Macfadden's Women's Group:	—	—	—	—					
Coast	210.0	200.0	1,708.0	1,825.0	‡Houston	112.4	118.0	1,082.3	1,129.3	Modern Romances	25.4	37.8	256.6	329.2					
Complete Men's Group	22.0	25.0	215.5	213.9	‡Houston	105.9	118.9	1,134.8	1,192.9	Secrets	25.4	38.9	256.6	329.2					
Country Journal	60.3	58.1	419.7	394.6	‡Houston	95.9	95.0	566.2	424.1	True Confessions	27.2	38.2	264.3	328.3					
Creative Computing	103.3	72.5	748.2	506.2	‡Houston	66.7	65.7	306.1	297.8	True Experience	25.4	37.8	256.6	327.2					
‡Cuisine Magazine	44.8	44.6	300.2	251.0	Total Group	1,799.8	1,800.2	13,526.7	12,599.8	True Love	25.4	37.8	256.6	328.2					
Elony	98.1	97.9	800.0	798.3	In-flight										True Romance	25.4	37.8	256.6	327.2
El's Magazine	26.2	23.8	186.3	214.7	‡Aboard Group	—	—	1,192.0	876.0	Sterling Women's Group:	—	—	—	—					
‡Enquire	22.0	33.3	324.7	265.8	‡Air California	62.6	66.8	528.7	539.6	Daytime TV	33.0	31.2	283.0	287.1					
50 Plus	35.7	35.3	310.0	232.4	American Way	80.5	66.8	604.0	539.8	Modern Love	—	30.5	120.9	271.7					
Flying	42.5	60.7	493.4	481.1	Clipper	74.2	—	443.3	—	Modern Screen	33.0	32.6	290.0	290.5					
‡Games	22.6	30.6	115.5	98.0	East/West Network:	—	—	—	—	‡Movie Mirror	33.0	32.2	160.7	160.9					
‡Gentleman's Quarterly	159.6	141.0	773.5	652.0	Eastern Review	64.0	90.5	657.5	740.7	Photo Screen	—	—	96.7	129.2					
Golf Digest	62.3	51.0	625.5	711.2	Continental Extra	50.8	89.8	585.5	644.7	Real Confessions	—	30.5	152.3	271.7					
Golf Magazine	38.9	46.9	607.1	629.5	Hughes Airwest Sundancer	62.5	103.7	657.0	742.3	Soap Opera Stars	12.0	—	36.0	—					
Gourmet	48.0	53.6	458.8	455.7	Czark Flightline	41.7	78.3	463.7	561.3	TV Movie Screen	33.0	32.2	160.7	162.0					
‡Harper's Magazine	23.8	29.4	274.8	291.9	PSA Magazine	98.3	155.0	940.8	1,038.7	TV Picture Life	—	—	129.3	129.2					
‡Hi-Fi/Stereo	—	—	—	—	Texas International/The	—	—	—	—	Total Group	424.8	539.5	4,037.6	4,876.2					
Buyer's Guide	22.0	36.8	110.2	143.8	Texas Flyer	54.7	89.2	521.8	555.8	Youth									
High Fidelity	55.5	72.0	490.7	593.1	United Mainliner	72.0	126.2	803.0	830.3	Boys' Life	22.0	17.0	192.9	185.3					
Income Opportunities	48.2	47.8	397.8	376.5	Halsey Publications:	—	—	—	—	Campus Life	38.8	38.5	310.7	231.7					
Kiwanis Magazine	19.7	20.5	147.9	153.3	Branniff's Flying Colors	52.5	45.8	344.0	310.0	‡Scholastic Magazines	46.8	42.0	201.7	236.9					
Let's Live	88.8	96.4	821.0	831.9	Delta Sky	44.0	45.0	411.0	420.0	Total Group	107.6	97.5	705.3	653.9					
Life	34.4	63.3	448.2	419.4	Southwest Airlines	66.2	64.3	577.3	409.0	Mechanics & science									
Lion Magazine	6.0	22.5	40.6	159.3	‡Spirit of Aloha	27.6	22.6	135.2	94.1	‡Elementary Electronics	23.7	26.4	124.7	161.9					
Modern Photography	131.3	123.0	1,020.6	979.5	US Air	61.1	—	379.8	—	‡Mechanix Illustrated	73.2	87.7	692.1	758.0					
‡Money	91.3	79.9	658.1	590.6	Webb Publications:	—	—	—	—	Popular Electronics	77.3	60.5	546.1	494.6					
‡Moneyworth																			

Advertising pages in September consumer publications

(Continued from Page 93)

	Pages			
	Sept. 1980	Sept. 1979	Jan. 1980	Jan. 1979
4 Wheel & Offroad	27.9	30.0	260.0	270.6
Four Wheeler	29.2	38.6	288.9	392.8
Hot Rod	33.9	40.5	484.2	508.4
Motorcycle Action	26.7	29.5	281.1	238.9
Motorcyclist	19.2	15.3	378.1	399.8
Motor Trend	30.6	36.0	390.6	402.8
Motorhome Life	37.8	59.7	382.0	542.9
Pickup, Van & 4 WD	24.0	45.3	368.5	513.5
Road & Track	81.7	92.3	804.6	885.3
Touring Bike	21.3	14.9	94.2	167.6
Trailer Life	69.8	102.7	790.6	1,152.0
Woodall's Trailer & RV				
Travel Magazine	18.0	50.9	324.9	684.7
Total Group	803.0	950.0	9,560.9	11,290.3

Comics

Archie Comic Group			40.0	40.0
DC Comics	8.0	12.0	72.0	105.5
Harvey Comics Group	8.0	8.0	72.0	72.0
Marvel Comics Group	13.0	14.5	113.5	114.0
Total Group	29.0	34.5	297.5	331.5

Outdoor & sport

Alaska	42.1	44.6	377.1	390.0
The American Handgunner	52.5	32.5	193.5	132.7
American Hunter	26.9	19.5	153.0	78.1
American Rifleman	45.9	53.3	267.3	291.6
Archery World			182.0	178.0
Backpacker			188.2	

	Pages			
	Sept. 1980	Sept. 1979	Jan. 1980	Jan. 1979
Bass Master	54.2	51.3	374.4	344.3
Bicycling	51.0	66.3	450.9	384.5
Camping Journal	14.2	28.3	167.9	222.9
Field & Stream	70.0	86.7	751.0	797.4
Fins and Feathers	18.8	20.7	274.6	247.7
Fishing World	18.5	19.0	151.6	168.5
Florida Sportsman	44.8	44.0	557.5	562.0
Fly Fisherman			309.1	291.0
Fur-Fish-Game	35.7	34.4	218.6	221.2
Guns	45.2	34.4	316.3	248.1
Guns & Ammo	54.9	61.4	415.5	431.1
Horseman	28.5	37.3	304.4	297.1
Inside Sports	33.5		162.8	
Outdoor Life	66.8	88.5	625.5	753.2
Petersen's Hunting	40.5	43.8	225.6	255.6
The Runner	29.2	28.6	272.1	279.7
Runner's World	40.0	55.7	364.2	513.4
Salt Water Sportsman	43.7	43.6	491.4	531.2
Shooting Times	47.6	56.9	324.5	367.9
Skateboarder	19.0	31.0	167.9	349.6
SKI	83.5	77.4	278.7	248.8
SKIing	88.3	112.0	599.0	289.0
Skin Diver	35.2	46.1	480.2	547.9
Soccer Corner	14.0	4.5	99.0	16.0
Southern Outdoors	47.6	44.0	288.0	285.3
Sport	42.9	44.3	382.5	373.3
Sports Afield	74.6	74.7	786.5	714.4
Spray	44.8	54.0	329.7	288.6
Swim Swim			36.7	16.2
Western Outdoors	23.3	26.3	257.7	308.3
Total Group	1,377.7	1,465.7	12,099.1	11,424.6

Newspaper magazines I

Family Weekly	95.1	99.8	740.5	762.9
Parade	79.6	86.4	612.8	685.0
Total Group	174.7	186.2	1,353.3	1,447.9

Canadian national weekend magazines

Perspectives	48.1	69.9	339.7	326.0
Today	46.2	39.9	344.1	315.5
Total Group	94.3	109.8	683.8	641.5

Canadian

L'Actualite	45.2	56.8	361.4	374.3
Chatelaine				
English Edition	93.0	92.2	681.9	634.7
French Edition	79.8	89.0	587.2	547.3
Financial Post Magazine	46.5	40.6	298.8	280.0
Flare	76.1	74.8	455.4	400.9
Homemaker's Magazine				
English Edition	91.8	65.1	629.3	535.7
French Edition	71.5	45.8	456.3	423.8
Maclean's Newsmagazine	117.7	83.4	678.2	642.8
Quest Magazine	33.1	65.7	215.4	229.4
Reader's Digest				
Canada-English	102.4	102.1	726.7	731.9
Canada-French	94.3	95.6	629.4	652.8
Total	196.7	197.7	1,356.1	1,384.7
Saturday Night	33.8	26.7	204.5	227.9
Toronto Life	117.5	110.0	837.8	758.7
Total Group	1,002.7	929.8	6,118.4	7,824.9

August pages

Business

	Pages			
	Aug. 1980	Aug. 1979	Jan. 1980	Jan. 1979
Atlanta Business Chronicle	20.8	16.4	212.1	114.1
Barron's	172.8	140.9	1,480.5	1,247.6
Black Enterprise	73.0	24.4	411.9	353.4
Business Rev. of Wash.	62.5	60.3	420.5	297.1
Business Week	233.7	295.3	3,099.8	3,050.7
California Business	55.3	21.6	420.7	213.2
Corporate Report	59.5	56.1	582.0	481.3
Crain's Chicago Business	66.4	48.2	497.1	302.8
Dun's Review	58.0	72.0	650.0	606.0
Financial World	83.4	80.7	622.5	600.1
Florida Trend	61.5	52.5	480.8	467.4
Forbes	128.4	149.0	1,583.2	1,574.4
Fortune	172.7	217.2	1,560.3	1,515.2
Houston Business Journal	119.4	95.1	990.6	944.7
Inc. Magazine	44.3	38.4	483.8	231.9
Industry Week	129.2	158.7	1,167.6	1,318.2
Nation's Business	22.2	29.8	301.8	338.2
New England Business	23.2	29.5	354.8	336.2
Northern Ohio Business				
Journal	25.0	17.5	258.0	178.2
Outlook	37.6	32.0	291.2	294.4
Texas Business	35.0	25.2	313.7	322.5
Total Group	1,683.9	1,660.8	16,182.9	14,787.6

Newspaper magazines II

Boston Globe	140.6	131.2	1,056.3	1,037.8
Chicago Tribune	102.4	120.7	845.6	1,047.0
Cleveland Plain Dealer	113.6	152.2	1,045.2	1,240.6
Los Angeles Times				
Home Magazine	99.7	117.6	928.7	1,097.8
New York News	117.4	99.9	862.8	933.0
New York Times Magazine	390.7	323.4	2,507.8	2,432.4
Philadelphia Inquirer	77.9	76.5	602.5	700.1
Washington Post Magazine	123.0	103.9	959.5	640.3
Washington Star				
Home/Life Magazine	49.6	62.4	459.3	509.5
Total Group	1,214.9	1,147.7	9,267.7	9,837.7

Weeklies, bi-weeklies, semi-monthlies

Army Times Military Group				
Air Force Times	120.2	130.2	1,181.5	1,208.6
Army Times	120.1	127.8	1,181.7	1,183.3
Navy Times	136.5	140.6	1,297.3	1,298.9
The Times Magazine	7.5	8.3	146.5	164.2
The Blood Horse	433.3	383.1	2,993.4	2,716.2
Circus	7.8	21.3	118.7	214.8
Commonwealth	5.0	6.7	84.2	53.6
Golf World	66.4	53.5	556.7	489.8
Grit	20.8	30.6	256.1	308.2
National Review	23.0	28.0	128.0	166.0
New West	79.2	114.1	846.1	928.1
New York Magazine	119.3	97.9	1,130.1	1,126.0
New Yorker	173.7	178.5	2,248.5	2,144.1
Newsweek	161.5	167.4	1,902.3	2,043.5
People	211.3	217.4	2,112.7	2,126.4
Rolling Stone	46.5	62.4	391.1	697.5
Soap Opera Digest	15.0	10.6	89.0	81.5
Sporting News	41.4	47.2	391.1	453.5
Sports Illustrated	146.2	190.1	1,631.6	1,661.2
Time	135.3	149.8	1,706.6	1,846.3
TV Guide	274.0	229.9	2,327.7	2,268.4
Us Magazine	36.0	41.8	339.5	399.9
U.S. News & World Report	95.3	116.0	1,207.3	1,203.5
Total Group	2,475.2	2,553.2	24,467.7	24,783.5

Foreign

Buenos Aires				
Ecuador	11.0	14.7	68.8	70.0
Chile		0.5	21.5	5.2
Mexico	59.2	67.5	449.0	452.5
Puerto Rico	12.3	21.5	176.8	151.7
Venezuela	34.7	45.3	294.8	305.2
Colombia	48.3	81.5	389.8	422.8
Peru	17.8	22.7	143.2	110.2
Central America	6.7	15.8	62.2	109.8
U.S.	7.7	13.7	59.8	76.5
Dominican Republic	10.0	24.5	112.8	200.5

	Pages			
	Aug. 1980	Aug. 1979	Jan.- Aug. 1980	Jan.- Aug. 1979
Coqueta:				
Mexico	13.0	2.0	61.5	4.0
Puerto Rico	7.0	1.0	26.5	3.0
Venezuela	7.0	4.0	49.5	8.0
Colombia	4.0	—	33.0	—
Peru	2.0	—	16.0	—
Central America	—	—	0.5	—
Fascinacion:				
Mexico	10.2	9.0	63.8	66.3
Puerto Rico	3.7	—	14.3	9.3
Venezuela	6.8	14.0	43.2	84.3
Colombia	8.3	6.0	60.2	34.8
Central America	—	—	—	0.3
Geomundo:				
Chile	3.0	3.7	40.0	23.7
Mexico	17.5	14.3	112.2	71.0
Ecuador	2.0	5.7	35.0	40.7
Puerto Rico	4.0	7.7	43.5	62.7
Venezuela	10.0	8.7	88.5	86.5
Colombia	8.0	20.0	84.5	109.3
Peru	8.0	6.7	62.0	38.7
Central America	4.0	5.7	43.0	43.0
Hombre De Mundo:				
Dominican Republic	3.2	—	36.2	—
Mexico	18.8	23.3	148.7	130.3
Chile	5.0	2.0	38.7	17.2
Puerto Rico	8.2	14.0	87.3	131.2
Ecuador	4.2	5.0	35.2	29.7
Venezuela	16.2	12.5	116.7	93.2
Colombia	12.2	18.0	94.2	114.3
Peru	8.0	3.0	37.0	11.2
Central America	6.0	4.0	47.8	39.7
Ideas Para Su Hogar:				
Dominican Republic	1.0	—	11.8	—
Mexico	14.2	17.2	95.7	60.3
Chile	17.0	—	7.0	—
Puerto Rico	2.5	4.3	19.7	21.2
Ecuador	—	1.2	1.3	3.2
Venezuela	15.3	15.3	113.0	92.7
Colombia	25.9	25.2	150.5	118.0
Peru	11.0	4.0	58.8	10.5
Central America	—	2.0	2.7	5.5
Intimidades:				
Mexico	7.5	6.7	36.0	44.7
Puerto Rico	4.0	7.0	32.0	25.0
Venezuela	15.5	12.0	82.5	79.0
Colombia	5.0	1.0	29.0	4.0
Central America	1.0	—	12.0	3.0
Mecanica Popular:				
Caribbean	45.2	26.7	299.0	239.3
Mexico	30.7	20.5	206.7	128.7
Argentina	11.5	4.3	59.2	27.3
The Ring en Espanol:				
Mexico	3.0	1.2	20.8	11.7
Puerto Rico	3.0	2.0	21.0	21.7
Venezuela	1.5	3.0	11.0	31.2
Colombia	—	—	1.5	4.2
Central America	—	—	—	2.2
U.S.	3.0	2.0	24.0	23.7
Vanidades Continental:				
Dominican Republic	17.3	28.3	174.8	252.2
Mexico	103.3	115.8	804.5	826.3
Chile	7.5	2.8	82.3	31.7
Puerto Rico	41.0	39.0	353.2	363.5
Venezuela	67.3	51.2	510.7	424.0
Colombia	80.3	97.8	528.3	574.8
Peru	30.3	20.5	192.8	158.0
Central America	22.8	27.3	200.3	199.2
Ecuador	16.8	15.7	124.2	122.8
U.S.	39.0	32.8	238.5	241.2
Cosmopolitan Foreign Editions:				
Australia	62.5	61.0	462.4	400.7
Brazil	42.0	28.0	286.0	186.0
France	42.0	23.0	586.5	501.0
Great Britain	102.0	94.0	948.0	909.0
Greece	25.0	—	160.0	—
Italy	40.0	21.5	376.5	247.2